

## Press release

Paris, September 18<sup>th</sup> 2006

### SG PRIVATE BANKING named “Best Private Bank in Europe” by Private Banker International

**SG Private Banking**, the wealth management business of Société Générale Group, has been named “**Best Private Bank in Europe**” by the London-based magazine, Private Banker International, in its annual awards for Outstanding Players in Global Wealth Management.

The award recognises the profitable growth strategy undertaken by SG Private Banking in Europe over the last eight years and is an acknowledgement of its expertise and quality of service.

This growth has been characterised by the choice of an effective and differentiating business model. This is based upon establishing a comprehensive relationship with the client through advice and financial engineering, backed by a wide range of sophisticated products and services which offer the best products on the market, based on an open architecture approach.

In addition, Daniel Truchi, CEO of SG Private Banking Asia Pacific, was named “Best Private Banker” for the Asia-Pacific region. Since the creation of SG Private Banking Asia Pacific in 1998, Daniel Truchi and his teams have made Société Générale into one of the leading private banks in the region, in particular by building on the product offer and the quality of services developed by the business.

Pierre Mathé, Global Head of SG Private Banking, said, “SG Private Banking has maintained a high growth rate in both Europe and Asia for several years. These awards recognise the ability of our teams to implement personalised and innovative solutions and reflect our commitment to providing tailored and first-class wealth management services to our clients.”

*\* Private Banker International is a financial magazine specialising in private banking services, recognised worldwide with a readership of high-level decision makers in the private banking industry.*

PRESS SERVICE  
SOCIETE GENERALE-GIMS  
Joëlle ROSELLO  
+33 (0)1 56 37 18 88  
joelle.rosello@soggims.com

Jolyon BARTHORPE  
+33 (0)1 56 37 88 17  
jolyon.barthorpe@soggims.com

GIMS/COM  
Immeuble SGAM  
170, place Henri Regnault  
92043 Paris La Défense cedex  
France  
Fax: +33 (0)1 56 37 28 88  
www.socgen.com

---

### **Société Générale**

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs more than 103,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves more than 20 million individual customers worldwide.
- Global Investment Management & Services: Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (over EUR 2 000 billion\*, June 2006) and under management (EUR 397,2 billion, June 2006).
- Corporate & Investment Banking: Société Générale ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

Société Générale is included in the five major socially-responsible investment indexes.

[www.socgen.com](http://www.socgen.com)

*\* pro forma figures including UniCredit's Securities Services*

### **SG Private Banking**

SG Private Banking has offices in 23 countries. It ranks among the market leaders in France, and has a strong presence in the United Kingdom, Luxembourg, Switzerland, Belgium and Asia, where SG Private Banking figures among the top ten players. The business line has been distinguished as Best global bank for structured products (Euromoney 2006) and for alternative investments (Private Banker International, November 2005). It was also designated best private bank in Greater China for "Overall products and services" for clients with more than 20 M USD of AUM (Asiamoney, July 2005).

Over 2300 professionals manage EUR 63 billion in assets as at 30 June 2006. SG Private Banking's growth strategy is based on a business model that encompasses a global approach to client requirements via advisory and asset engineering. It offers clients a broad range of sophisticated products and services that cover differing needs and include the best products available on the market, based on an open structure.

[www.sgprivatebanking.com](http://www.sgprivatebanking.com)

